

The 2026 Marketing Trends Checklist

AI-Native Marketing Systems

- Prepare Your Ads for AI-Powered Surfaces
- Build Conversational-Ready Creative for Chat-Based Ad Units
- Restructure Campaigns for Signal Quality, Not Granularity
- Strengthen Broad Match With Smarter Guardrails
- Build Video as a Core Search Input, Not Just a Media Format
- Ensure Your Website Is Fully Crawlable by LLMs
- Update Your SEO KPIs for an AI-Driven Customer Journey
- Adopt AI-Powered Measurement and Modeled Conversion Systems

Local and Trust Signals

- Triple Your Investment in Reviews as Your #1 Ranking Signal
- Elevate Digital PR to Build Local Authority and Brand Trust
- Treat Apple Business Connect (ABC) as a Primary Local Channel
- Turn Local Pages Into High-Intent Conversion Engines
- Build Executive-Ready Location Performance Dashboards
- Operationalize Store-Level Feedback Loops That Drive Action
- Monitor Brand Reputation Across External Sources

The Creative Renaissance

- Prioritize Mobile-First Design for Modern Audiences
- Build a Cohesive Cross-Channel Design System
- Invest in Video and Interactive Content That Drives Engagement
- Use Storytelling and UGC to Deliver Authentic Brand Moments
- Replace Guesswork with Data-Driven Creative Testing

New Multi-Platform Search Landscape

- Publish High-Quality Content That Feeds Both SERP and LLMs
- Integrate Local Insights Into Your Broader SEO and Media Strategy
- Expand Your Schema Markup to Improve AI Search Visibility
- Build Content Ecosystems Aligned to Multi-Platform Search Paths

The Measurement Reset

- Move Beyond Last-Click: Adopt Incrementality To Measure True Contribution
- Leverage First-Party Data to Power AI-Oriented Data Design